

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

In the Claims

1. (previously presented) A method for facilitating a purchase transaction, the method comprising,

receiving from a consumer a retailer item identifier;

associating said retailer item identifier with a first manufacturer item identifier directly corresponding to said retail item identifier;

conducting a first search for said first manufacturer item identifier across a plurality of retailers;

associating said retail item identifier with a second manufacturer item identifier indirectly corresponding to said retail item identifier when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier;

conducting a second search for said second manufacturer item identifier across said plurality of retailers when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier; and,

facilitating a purchase transaction between said consumer and one of said plurality of retailers.

2. (original) The method of claim 1, further comprising transmitting search results to said consumer.

3. (original) The method of claim 1, further comprising receiving search criteria from said consumer.

4. (original) The method of claim 3, wherein said search criteria comprises at least one of an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time.

5. (original) The method of claim 3, further comprising receiving a pre-authorization to automatically purchase an item from a retailer who satisfies said search criteria.

6. (original) The method of claim 1, wherein facilitating a purchase transaction comprises retrieving a stored transaction card number.

Claims 7 - 21 (cancelled)

22. (previously presented) A method for facilitating a purchase transaction, the method comprising,

receiving from a consumer a retailer item identifier;

associating said retailer item identifier with a first manufacturer item identifier directly corresponding to said retail item identifier;

conducting a first search for said first manufacturer item identifier across a plurality of retailers;

associating said retail item identifier with a second manufacturer item identifier indirectly corresponding to said retail item identifier when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier;

conducting a second search for said second manufacturer item identifier across said plurality of retailers when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier; and,

transmitting search results to said consumer.